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ABSTRACT

This bibliography draws together from a number of disciplines literature dealing with problems of scaling and measuring stimuli. Substantive areas of application are behavioral geography, marketing, mathematical psychology, urban planning, consumer research, and subjective appraisals of objects. Citations are organized into four separate sections. Section 1 deals with the theory of measurement, including the philosophical basis of measurement theory and various choice theories. Section 2 deals with revealed preference patterns and multidimensional scaling. Section 3 deals with multidimensional scaling techniques and algorithms; whenever possible, information about the availability of computer programs is included. Section 4 deals with geographic studies of space preferences. Within each section, entries are listed alphabetically by author's name. (Author/JG)

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INTRODUCTION

This working bibliography has as its specific aim a gathering together of many articles from different disciplines, all of which deal with the problems of scaling and measuring stimuli. Substantive areas of application are behavioral geography, marketing (market segmentation, product positioning), mathematical psychology, urban planning, consumer research and the subjective appraisals of objects.

The organization of the bibliography is fourfold: Section One relates to the theory of measurement and includes the philosophical basis of measurement theory and various choice theories. Section Two deals with revealed preference patterns and multidimensional scaling. Problems of an operational nature are related to the different assumptions of the various models. Section Three makes explicit references to the types of algorithms and derived computer programs available for the researcher in relation to the problem approach. Whenever possible, mailing addresses concerning the availability of computer programs, are provided. Section Four gives substantive applications of scaling methodologies in business and academic research. It must be emphasized that these papers, sometimes, constitute only an exploration into the use of the procedures. Others are quite sophisticated.

"What is music to some,
is noise to others."

-Anonymous-

Section I

Measurement Theory

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Section III

Multidimensional Scaling Techniques and Algorithms

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